

Adventure Tourism Himeji Personal Information Protection Policy

Adventure Tourism Himeji (hereinafter referred to as “the Company”) prioritizes providing safe and memorable journeys to our customers and is committed to the proper protection and use of personal information. Recognizing that the personal information entrusted to us through our business activities is a valuable asset of our customers, we will comply with the Act on the Protection of Personal Information and related laws and regulations, and manage and operate personal information appropriately based on the following policy.

Article 1 Definition of Personal Information In this policy, “personal information” refers to information about a living individual that can identify a specific individual through a name, date of birth, address, telephone number, email address, or other descriptions, as well as information that includes an individual identification code. Furthermore, “Special Care–Required Personal Information,” which requires special consideration in handling to prevent unjust discrimination or prejudice, such as information on race, creed, medical history, or physical disability, will also be handled appropriately in accordance with this policy.

Article 2 Acquisition and Types of Personal Information The Company acquires customers’ personal information by lawful and fair means. When acquiring personal information, we will clarify the purpose of use and, in principle, obtain the customer’s consent. The personal information we ask customers to provide includes the following:

- Basic information: Full name (in Kanji, Katakana, and Romaji), gender, age, address, phone number, email address
- Travel service–related information: Emergency contact information, passport information, nationality, flight number
- Special Care–Required Personal Information: The existence and details of a customer’s physical disability, required for tour safety management and barrier–free arrangements (such as wheelchair and accessible vehicle arrangements)
- Transaction information: Booking history, purchase history, payment information
- Website usage information: Browsing history, IP address, cookie information

Please be aware that if you do not provide your personal information, some services may not be available to you.

Article 3 Purpose of Use of Personal Information The Company will use the personal information provided by customers within the scope necessary to achieve the following purposes:

- For communication with customers
- For arranging services with transportation and accommodation providers, cultural experience facilities, outdoor facilities, and other service providers, and for the procedures necessary to receive these services

- For implementing measures necessary for the safe management of the tour, such as in the event of an accident, an emergency, or other situations
- For providing information on the Company's travel products, services, campaigns, etc., and for displaying advertisements
- For analyzing browsing and purchase history on our website to develop and provide products and services tailored to customers' interests and preferences
- For responding to inquiries, opinions, and requests
- For our recruitment process, employee employment management, and security

Article 4 Provision of Personal Information to Third Parties The Company will not provide personal information to third parties without the customer's consent, except in the following cases:

- When it is necessary for the arrangement of travel services and the procedures for receiving them. To achieve this purpose, we may provide customers' names, genders, ages, emergency contact information, and information on the presence or absence of physical disabilities to transportation and accommodation providers, cultural experience facilities, outdoor facilities, etc., in the form of documents or electronic data.
- When required by law
- When it is necessary to protect a person's life, body, or property
- When it is particularly necessary for improving public health or promoting the sound development of children
- When it is necessary to cooperate with a state organ, a local government, or an individual entrusted by them in executing the affairs prescribed by law

Article 5 Entrustment of Personal Information Handling The Company may entrust all or part of the handling of personal information received from customers to an external party to the extent necessary to achieve the purpose of use. In such cases, we will select the entrusted party based on criteria that confirm they are a company that manages personal information appropriately, conclude a confidentiality agreement, and provide necessary and proper supervision.

Article 6 Joint Use of Personal Information When the Company jointly uses personal information with a specific business operator, we will take measures to notify the person in advance or make it easily accessible to them, stating the intent of joint use, the items of personal information to be jointly used, the scope of joint users, the purpose of use, and the name of the person responsible for the management of said personal information.

Article 7 Security Management Measures The Company will implement organizational, human, physical, and technical security management measures to prevent unauthorized access to, loss, destruction, alteration, and leakage of personal information, and will strive for its proper management.

Article 8 Procedures for Disclosure, Correction, and Suspension of Use of Personal Information Customers may request the disclosure, correction, suspension of use, deletion, or disclosure of records of third-party provision of their personal information. Upon request, we will appropriately respond based on the law after confirming the identity of the person in accordance with prescribed procedures. A fee

(1,000 yen per request) may be charged for disclosure requests. However, we may not be able to comply with a request if it is likely to cause harm to the life or property of the person or a third party, significantly interfere with our business operations, or otherwise violate the law.

Article 9 Continuous Review and Improvement of the Privacy Policy The Company will comply with laws and norms regarding personal information protection and will appropriately review and continuously improve the content of this policy in response to changes in social conditions and advancements in technology.

Article 10 Contact Information For inquiries or requests regarding personal information, please contact us at the following:

Adventure Tourism Himeji Address: 3F, Otemae Dainen BLD II, 127 Honmachi, Himeji-shi, Hyogo 670-0012, Japan Phone: +81 90 4649 8269 (Business Hours: 9:00 – 17:00) Email: yabuuchi@at-himeji.com
Travel Agency Registration No.: Hyogo Prefectural Governor, Third-class Travel Agency No. 881